

For  
Thursday

Store Hours, 9 to 5:30

Just as a seller of goods on which its owners might make money, this store would have been an upstart. But it came to serve—and to sell service profitably to public and owners.

**GIMBEL BROTHERS**  
MARKET · CHESTNUT · EIGHTH · NINTH

Wednesday, February 23, 1921

It is a clear-shining fact that any family in Philadelphia, whatever its requirements, can buy at Gimbels to best advantage—be the thought money, "economy" or personal satisfaction.

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# An Almost Personal Service in Dress

**T**HE GIMBEL STORE is a combination of specialists; of specialists so human that they come to know the tastes of the store's constant customers, and Mrs. H., or Mrs. V., or Miss X. is in mind when collaborating with the fashion workers here, in Paris, in London—wherever is seen something good enough in design and refined in taste to Philadelphia's standards.

### Selected With Some Personal Needs in Mind

Silks—especially the "Assembly" silks.  
Laces—especially bridal laces, and debutante robes.  
Dress goods.  
Exquisite silk lingerie—some from China.  
French gowns.  
Millinery.      Furs.  
Corsets.

The head of our Paris organization is a Philadelphian who comes "home" often enough to see social Philadelphia and keep *en rapport* with this city of good dressers.

In no section of the Store that caters to any need of the toilette are complete selections made without the criticism of the hundreds of salespeople long with us who know their Philadelphia and each the particular requirements of a goodly number of women.

Please accept these statements not as mere pleasantries, but as precise statements of fact.

Silks, woollens; yes, and shoes and most decidedly hats, as well as garments, are collected with individual needs in mind.

We do mass thinking and mass buying, too—for a great store receives a thousand or more strangers every day. Our people cannot know them until, by repeated visits, they, too, become part of our thoughts.

But in the mass buying our experts do not depart from the canons of good taste—they cannot think exquisite wear for one and poor styles for others.

Some one has said that a good speech is logically constructed—being made up of what is in it and what isn't.

**This Store of Carefulness Hasn't in It Many of the Sorts and Grades of Things That Many Stores Admit Freely**

Merchants country-wide come to Philadelphia to seek the spirit of the differentness of its stores; to catch, maybe, the plan and purpose of Gimbels—for surely the country has but few stores of like peculiarities of purpose and service.

It doesn't matter much, from the standpoint of money, whether a particular sale is made or lost—but it matters a very great deal if in any line we sell we either fail to meet your requirement or, through a salesperson's inattention, fail to grasp a customer's call or description of needed things.

And that the Store shall serve thoroughly accounts in good part nowadays for the expansion of its activities. The larger factor it becomes in all markets, the more sure it is to find the odd, the quaint, the interesting from everywhere and to surely have the best in fashions.

With the Gimbel Stores' buying connections a total yearly business approaching a hundred and fifty million dollars has been created.

And the whole power of all the stores in buying, in study and in determination to serve enters into the serving of each individual customer—be the need no more than a set of buttons.

### Mass Selection—Dictated By Good Taste

|           |                    |
|-----------|--------------------|
| Silks     | Shoes              |
| Millinery | Handkerchiefs      |
| Furs      | Hand Bags          |
| Suits     | Dress Goods        |
| Gowns     | Cotton Dress Goods |
| Wraps     | Lingerie           |
| Neckwear  | Dress Trimmings    |
| Gloves    | Corsets            |

### Quantity-Buying for Economy's Sake

Charmeuse silk—for one example—supplied by the twelve leading mills of America.

Dress-linens—bought literally by the mile.

\$200,000 worth of shoes—a single purchase by the three Gimbel Stores.

### Strangers Are Won as Friends

Through an unequalled corset-service.

Through a unique shoe-suiting service.

Through such "variety for type"—in suits.

Through quick, sympathetic service in times of merrymaking—or sorrow—in dresses—in millinery—in wraps—in waists.

The science of dressing—for it is an art that approaches a science—is to dress up to one's individuality and not down to any one style—to catch the glint of the hair, the charm of com-

plexion, the figure contour, and from fashion's conjurings for the season pick harmonies and contrasts. The Gimbel service can do so much to individualize you.

### Both Vogue and Comfort in Shoes

The new gray suede Strap Pumps.  
The new brown suede Strap Pumps.  
The new sports models—especially in brown and tan calf.

Everything that's new in white shoes.

Everything new in black.

### Silks Selected With Particular Customers in Mind—and Mass Selections of Unvarying Good Taste

Silken fabrics that duplicate those chosen by couturieres of Paris—luxurious to a degree.

And silks for every practical, serviceable — albeit smart! — purpose imaginable!

